

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE APPLICATION OF SMARTALK TELESERVICES, INC.)	
FOR A CERTIFICATE OF PUBLIC CONVENIENCE AND)	CASE NO.
NECESSITY TO PROVIDE INTERLATA RESOLD)	95-245
TELECOMMUNICATIONS SERVICES)	

O R D E R

On June 19, 1995, SmarTalk Teleservices, Inc. ("SmarTalk") filed its application with the Commission seeking a Certificate of Public Convenience and Necessity to provide intrastate, long-distance telecommunications services as a reseller within the Commonwealth of Kentucky.

SmarTalk is a California corporation proposing to resell the services of carriers currently certified within the Commonwealth of Kentucky in accordance with the terms and conditions set forth in its tariff. SmarTalk does not seek authority to provide operator-assisted telecommunications services.

SmarTalk employs no intrastate transmission or reception telecommunications equipment or facilities in the performance of its services, and all intrastate facilities, equipment, and networking will be provided by the underlying carrier. SmarTalk will not construct any new facilities in the Commonwealth of Kentucky.

The information provided by SmarTalk demonstrates its financial, managerial, and technical capability to provide intrastate, long-distance telecommunications service. The proposed

rates filed June 19, 1995 should be approved as the fair, just and reasonable rates to be charged.

In Administrative Case No. 306,¹ the Commission stated the importance of eliminating possible customer confusion arising from the name of the billing service, rather than the name of the provider of telecommunications services, appearing on the bill. Accordingly, SmarTalk should ensure that its name appears prominently on all bills issued to customers for services rendered by it.

The Commission, having considered the application, the information provided by SmarTalk, and being otherwise sufficiently advised, HEREBY ORDERS that:

1. SmarTalk be and it hereby is granted authority to provide intrastate, long-distance telecommunications services within the Commonwealth of Kentucky on and after the date of this Order.

2. SmarTalk shall comply with the provisions of the Orders in Administrative Case No. 323.²

3. SmarTalk shall ensure that its name appears prominently on all bills issued to customers for services rendered by it.

4. SmarTalk's authority to provide service in this Commonwealth is strictly limited to those services described in this Order and in SmarTalk's application.

¹ Administrative Case No. 306, Detariffing Billing and Collection Services, Order dated April 30, 1990.

² Administrative Case No. 323, An Inquiry Into IntraLATA Toll Competition, An Appropriate Compensation Scheme for Completion of IntraLATA Calls by Interexchange Carriers, and WATS Jurisdictionality.

5. The rates and charges proposed by SmartTalk are hereby approved as filed on June 19, 1995.

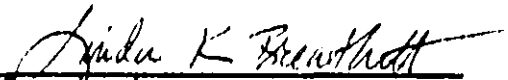
6. Within 30 days from the date of this Order, SmartTalk shall file its tariff sheets in accordance with 807 KAR 5:011.

Done at Frankfort, Kentucky, this 27th day of October, 1995.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director